



WPTV

ORDER

Print Date 08/21/12

Page 1 of 3

Flight Dates **08/08/12-08/14/12**

Contract / Revision **306889 /**

Original Date / Revision
08/02/12 08/13/12

Advertiser **Americans for Prosperity**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product

American's for Prosperity

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1857**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	73	\$74,927.50	\$88,150.00	0.00
Totals	73	\$74,927.50	\$88,150.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/14/12	73	\$74,927.50	\$88,150.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPTV	08/08/12	08/14/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/08/12	08/14/12	11111--		5		\$850.00		0.00					
E 2	WPTV	08/08/12	08/14/12	Oly M-Su Late News M-Su Late News/Olympic	CM	11p-1235a	--1111-	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/08/12	08/14/12	--1111-		4		\$1,500.00		0.00					
E 3	WPTV	08/08/12	08/14/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$950.00	P-2	0.00	NM	5	\$4,750.00



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Page 2 of 3

Contract / Revision **306889** Flight Dates **08/08/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/02/12/ 08/13/12

Order Sep 00:20:00

Advertiser **Americans for Prosperity** Product **American's for Prosperity** Estimate # **1857**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WPTV	08/08/12	08/14/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$950.00	P-2	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/08/12	08/14/12	11111--			5		\$950.00			0.00			
E 4	WPTV	08/08/12	08/14/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/08/12	08/14/12	-----S-			1		\$600.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WPTV	08/08/12-08/14/12		Sa 6p		6-630p	-----Sa--	:30		(\$600.00)		0.00	NM		
See MG 4.4 [News Producer]															
4	NPTV	08/14/12-08/14/12		M-F 5-6a		5-6a	-T-----	:30		\$600.00		0.00	NM		
Ⓜ MG for 4.3 08/11 Olympic late run															
E 5	WPTV	08/08/12	08/14/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/08/12	08/14/12	-----S			1		\$600.00			0.00			
E 6	WPTV	08/08/12	08/14/12	Oly Prime M-Su Prime M-Su/Olympics	CM	7p-12a	--2122-	:30	7	\$5,000.00	P-2	0.00	NM	7	\$35,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/08/12	08/14/12	--2122-			7		\$5,000.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WPTV	08/08/12-08/14/12		Oly Prime M-Su		7p-12a	--WThFSa--	:30		(\$5,000.00)		0.00	NM		
See MG 6.10 [per cb/will mg]															
10	NPTV	08/08/12-08/14/12		Oly Closing		7p-12xm	-----Su	:30		\$5,000.00		0.00	NM		
Ⓜ MG for 6.3 08/08 Upgrade															
E 7	WPTV	08/08/12	08/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	22-----	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/08/12	08/14/12	22-----			4		\$500.00			0.00			
E 8	WPTV	08/08/12	08/14/12	M-F 10-11a M-F 10-11a	CM	10-11a	22-----	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/08/12	08/14/12	22-----			4		\$450.00			0.00			
E 9	WPTV	08/08/12	08/14/12	M-F 6-630p M-F 6-630p	CM	6-630p	11121--	:30	6	\$1,200.00	P-2	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/08/12	08/14/12	11121--			6		\$1,200.00			0.00			
E 10	WPTV	08/08/12	08/14/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	22-----	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/08/12	08/14/12	22-----			4		\$250.00			0.00			
E 11	WPTV	08/08/12	08/14/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/08/12	08/14/12	11-----			2		\$950.00			0.00			
E 12	WPTV	08/08/12	08/14/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	22-----	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00



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Page 3 of 3

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Hiatus Dates

Original Date / Revision 08/02/12/ 08/13/12

Order Sep 00:20:00

Advertiser **Americans for Prosperity** Product **American's for Prosperity** Estimate # **1857**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	WPTV	08/08/12	08/14/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	22-----	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/08/12	08/14/12	22-----					4	\$350.00		0.00			
E 16	WPTV	08/08/12	08/14/12	Oly Daytime Daytime/Olympics	CM	10a-5p	--333--	:30	9	\$950.00	P-2	0.00	NM	9	\$8,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/08/12	08/14/12	--333--					9	\$950.00		0.00			
N 17	WPTV	08/08/12	08/14/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/08/12	08/14/12	11111--					5	\$800.00		0.00			
N 18	WPTV	08/08/12	08/14/12	M-F 730-8p M-F 730-8p	CM	730-8p	11-----	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/08/12	08/14/12	11-----					2	\$950.00		0.00			
N 19	WPTV	08/08/12	08/14/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/08/12	08/14/12	MTWTF--					3	\$1,500.00		0.00			
N 20	WPTV	08/08/12	08/14/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/08/12	08/14/12	MTWTF--					5	\$500.00		0.00			
N 21	WPTV	08/08/12	08/14/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/08/12	08/14/12	MTWTF--					2	\$100.00		0.00			
Totals														73	\$88,150.00